

1. A display device, comprising:

a display having a display screen that displays an image with a luminance corresponding to a video signal and an outer peripheral portion adjacent to said display screen;

a temperature estimation device that provides a temperature estimation value, corresponding to a temperature of said display screen, based upon said video signal;

an operation device that determines a temperature difference estimation value using a reference value corresponding to the temperature of said outer peripheral portion and said temperature estimation value; and

a control device that controls said luminance on said display screen so as to lower a maximum luminance of said image as said temperature difference estimation value increases.

2. The display device of claim 1, wherein said temperature estimation device estimates said temperature estimation value corresponding to a temperature of an outer periphery adjacent portion in said display screen adjacent to said outer peripheral portion.

3. The display device of claim 1, wherein said display comprises a first board and a second board whose outer peripheries are joined to each other, a plurality of light emitting elements that form said display screen being interposed between said first board and said second board, said outer peripheral portion of said display including a portion between said light emitting elements positioned in an outermost periphery of said display

screen and a joint portion of said first board and said second board.

4. The display device of claim 1, wherein said temperature estimation value is estimated by integrating data related to said luminance from said video signal and subtracting data corresponding to an amount of dissipated heat from said integrated data, said operation device subtracting said reference value from said temperature estimation value to determine said temperature difference estimation value.

5. The display device of claim 1, wherein said image is displayed on said display screen with a gray scale, selected from a plurality of gray scales, corresponding to said video signal, said control device lowering said luminance of said image at a same ratio for each of said plurality of gray scales.

6. The display device of claim 1, wherein said reference value comprises one reference value selected from a plurality of reference values, said plurality of reference values differing from one another based upon a position of an outer peripheral portion of said display.

7. The display device of claim 1, further comprising:

a measurement device that measures said temperature of said outer peripheral portion of said display, said measurement device outputting said reference value, corresponding to said measured temperature, to said operation device.

8. A method for controlling a luminance of a display device, the display device having a display screen that displays an image with a luminance corresponding to a video

signal, and an outer peripheral portion adjacent to said display screen, the method comprising:

obtaining a temperature estimation value, that corresponds to a temperature of the display screen, from the video signal;

finding a temperature difference estimation value using a reference value, that corresponds to a temperature of the outer peripheral portion, and the temperature estimation value; and

lowering a maximum luminance of the image as the temperature difference estimation value increases.